

# BRAND STANDARDS - Visual & Writing Style Instructions



STRENGTHENING THE VOICES OF CASA STATEWIDE

Texas**CASA**.org



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## THE TEXAS CASA BRAND

Every brand is unique, with its own purpose that must be consistently and constantly communicated successfully to its various audiences. A brand is much more than a logo—a brand evokes expectations and emotions. However, basic to every strong brand are precise messages and the use of specific colors, fonts and design elements. Texas CASA’s brand drives awareness and initiates action to improve the lives of children in the child protection system. This document will highlight the elements we need to stay true to the brand.

## BRAND POSITIONING

### VISION

A safe and positive future for all Texas children

### MISSION

To support local CASA volunteer advocacy programs and to advocate for effective public policy for children in the child protection system

### GOAL

To provide a CASA volunteer for every child who needs one

### TAGLINE

#### STRENGTHENING THE VOICES OF CASA STATEWIDE

This positioning statement communicates Texas CASA’s role and underscores its focus on serving the local CASA programs—the statewide organization’s support ensures their voices are even stronger and have even more influence in improving outcomes for children and youth in the child protection system.

## BRAND CORE THEMES

The following fundamental statements serve as the framework for the development of all of Texas CASA's communication and identity. They explain the services and benefits the organization offers and what we want our audiences to take away.

### **CHAMPIONING THE CAUSE**

Texas CASA supports the mission to make children's lives better through public policy advocacy, funding, centralized resources and training. The organization provides a solid foundation and supports a culture of collaboration, making it possible for local CASA programs to best serve their volunteers and ultimately children in need.

### **FUELING THE PASSION**

Through a clearly defined mission, consistent training and communication, Texas CASA inspires and empowers every individual and ignites their passion for helping children grow and thrive.

### **BUILDING THE PLATFORM**

Giving children a voice in court requires a strong reputation among various audiences. Texas CASA acts as the credible and responsible voice for all local CASA programs at the state level to influence policy, gain attention and remain relevant based on the current environment and situations in the child welfare community.

### **ENSURING CONFIDENCE**

Through fiscal responsibility, trusted partnerships and a strong focus on quality control, Texas CASA provides the necessary credibility to retain substantial government funding, build and maintain influential relationships, drive interest in volunteer support, and attract donors.

## BRAND PERSONALITY

Texas CASA's brand personality is an integral part of how stakeholders perceive the organization and how it differentiates itself from other nonprofits and child welfare organizations. As one of the largest state CASA organizations in the nation, Texas CASA has established itself as a leader in the child welfare arena. Texas CASA's brand personality must encompass and bolster that leadership position and reinforce its mission and vision. An effective brand personality has a consistent set of traits, and Texas CASA's are:

**PASSIONATE** – Texas CASA is unwavering in working towards its vision of a safe and positive future for all Texas children, and that passion and dedication is contagious.

**INFLUENTIAL** – Texas CASA is continuously developing new and creative approaches and initiatives to improve advocacy for children in the ever-changing child protection system.

**COLLABORATIVE** – Texas CASA believes that we are each an essential part of ensuring a safe and positive future for all Texas children, and it is through transparency and trusted partnerships that CASA's efforts are strengthened and amplified.

**STRONG** – Texas CASA is building a solid foundation and empowering the local CASA programs so they, in turn, can empower the volunteers they recruit who are everyday heroes for the children they serve.

**STEADFAST** – Texas CASA is dedicated to its mission and vision. From supporting the local CASA programs to advocating for effective public policy, everything is rooted in serving the best interests of Texas' most vulnerable children.

## THE CASA WAY

Being a member of the Texas CASA team means that our sense of duty and passion runs even deeper than most others.

*We have an uncompromising belief that we can achieve what others think is impossible, and each of us is an essential part of the solution.*

# VISUAL STYLE INSTRUCTIONS

All staff, board members, contract workers and outside vendors play an important role in shaping Texas CASA's reputation. The logo, visuals and messages used to describe Texas CASA will enable the organization to establish and maintain a unified brand identity that positions Texas CASA as a leader in the child welfare community. That is why it is crucial to project a single, compelling look and feel with *everything* we do.

## BRAND LOGO & VISUAL IDENTITY

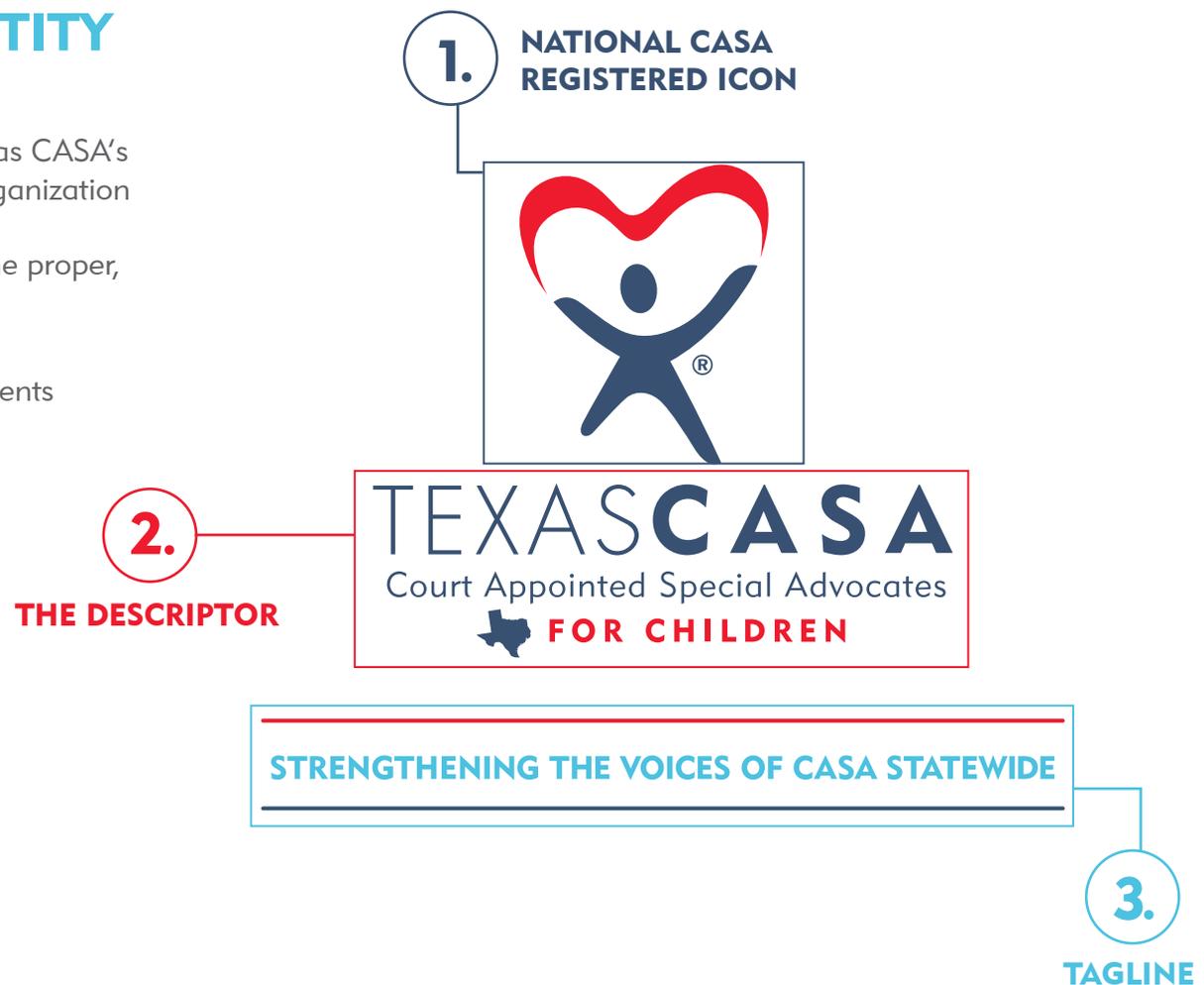
### LOGO

The logo represents the most iconic component of Texas CASA's brand identity, and it is the main mark by which the organization is recognized. Therefore, the logo should appear on all communications, and it must be used consistently in the proper, pre-approved forms.

### LOGO ELEMENTS

The Texas CASA logo contains two or three basic elements depending on the version:

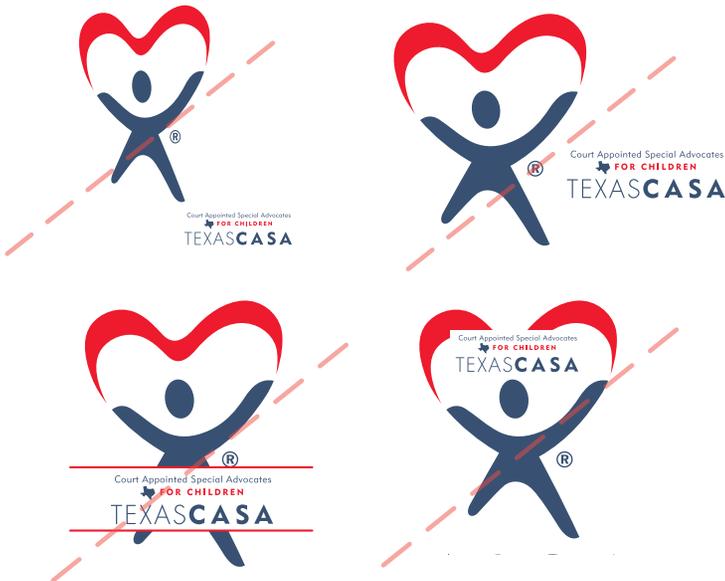
1. The National CASA registered icon
2. The descriptor
3. The tagline



### CAN I ALTER THE LOGO?

No. The logo's grouping and spacing has been designed with a specific intent. Do not redraw, stack, reposition or modify it in any way.

*Examples of how the logo cannot be altered:*



**DO NOT separate the registered icon and descriptor.**  
The registered icon and descriptor must always be linked unless pre-approved by a member of the Texas CASA Communications team for a specific use.

**NOTE:** The National CASA registered icon can be used as a separate design element **by approval only**. The registration mark to the middle right of the registered icon must be included.



Please see a member of the Communications team to discuss specific uses. To see other examples, click [here](#).

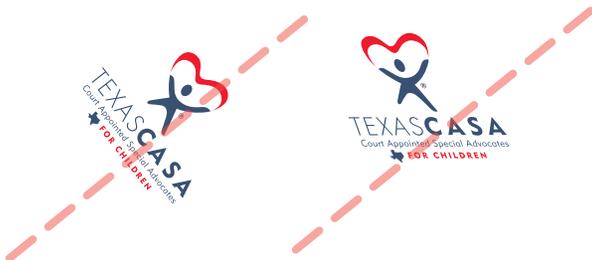


***DISTORTING LOGO PROPORTIONS***

***DO NOT stretch, squish, skew or distort the logo in any way.***



***DO NOT rotate the logo.***



***DO NOT put the logo in a box.***



***DO NOT modify the colors in the logo. The logo must either be in the Texas CASA colors or all white or all black. See Color section for specific instructions.***



***DO NOT change the fonts in the logo.***



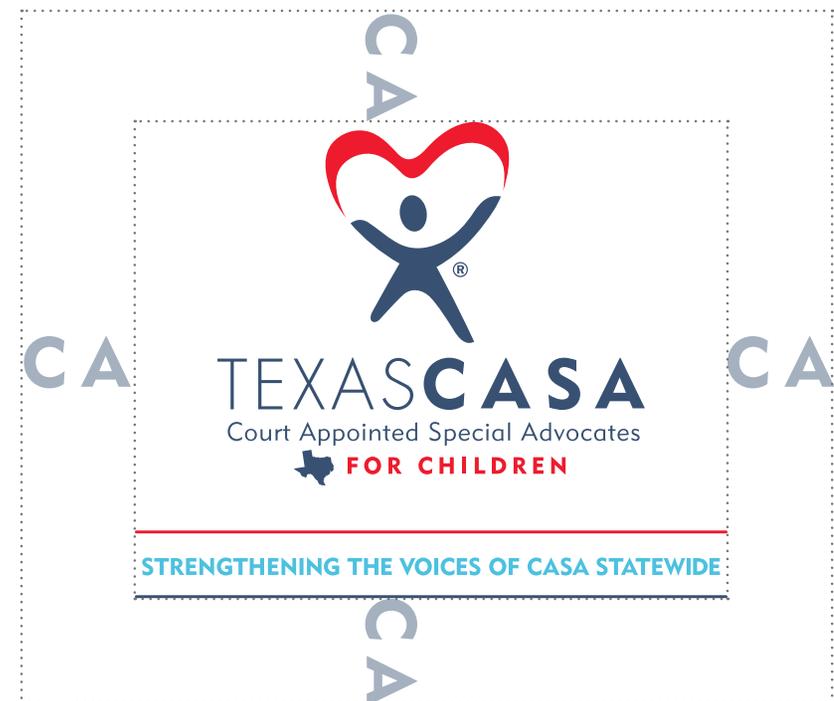
## CLEAR SPACE AND MINIMUM SIZE REQUIREMENTS

To maintain the brand's integrity, clarity and consistency, the size and space around the logo must always be maintained across all forms of communication.

### SPACING

When placing the logo, be sure to leave proper clear space around it for proper visibility and contrast. **DO NOT** "crowd" the logo with other graphic or textual elements.

The clear space around the logo should be equal to the space that the **C** and **A** occupy in the word "CASA."



**DO NOT** place anything closer than this distance to the logo. There may be times when maintaining proper clear space is not possible, but please try to follow these guidelines whenever you can. More space around the logo is always encouraged to maintain Texas CASA's clean, uncluttered look and feel.

## SIZING

Minimum size requirements for the reproduction of our logo help maintain brand presence and legibility.

There is a preferred reproduction size for the logo and a minimum reproduction size for the logo provided with each version below.

## LOGO VERSIONS

Texas CASA does not have a “one-size-fits-all” logo— this is because all collateral materials are different, and the branding of these materials varies, to an extent, from piece to piece. Several versions of the logo have been developed to allow you to follow the brand guidelines and help stay true to the Texas CASA brand. More information about the logo versions can be found on the following pages, and help selecting which logo version to use can be found [here](#).

### PRIMARY LOGO: TEXAS CASA VERTICAL LOGO WITH TAGLINE



Preferred reproduction size example:  
*Approximately 2.18" (w) x 1.75" (h)*

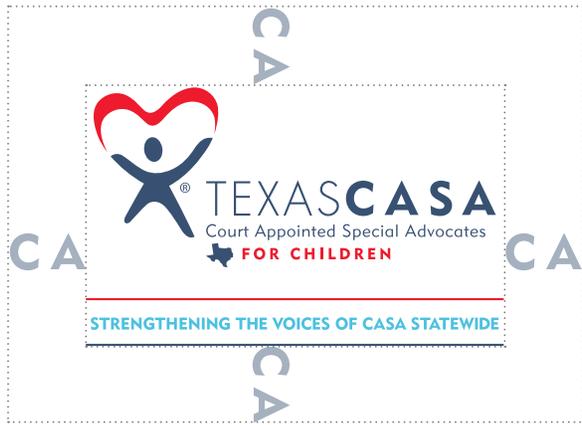


Minimum reproduction size example:  
*Approximately 1.5" (w) x 1.20" (h)*

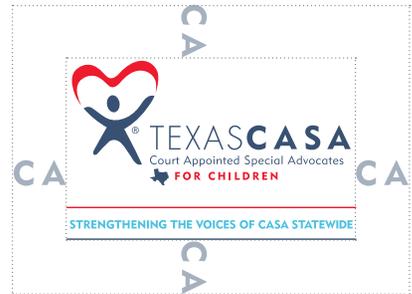


Web size example:  
*Approximately 1.5" (w) x 1.20" (h)*

**PRIMARY LOGO: TEXAS CASA HORIZONTAL LOGO WITH TAGLINE**



Preferred reproduction size example:  
*Approximately 2.18" (w) x 1.35" (h)*

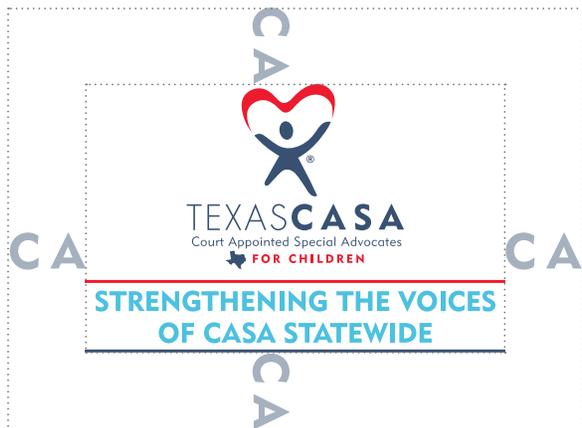


Minimum reproduction size example:  
*Approximately 1.5" (w) x .95" (h)*



Web size example:  
*Approximately 1.5" (w) x .95" (h)*

**ALTERNATE PRIMARY LOGO: TEXAS CASA VERTICAL LOGO WITH STACKED TAGLINE**



Preferred reproduction size example:  
*Approximately 2.2" (w) x 1.4" (h)*

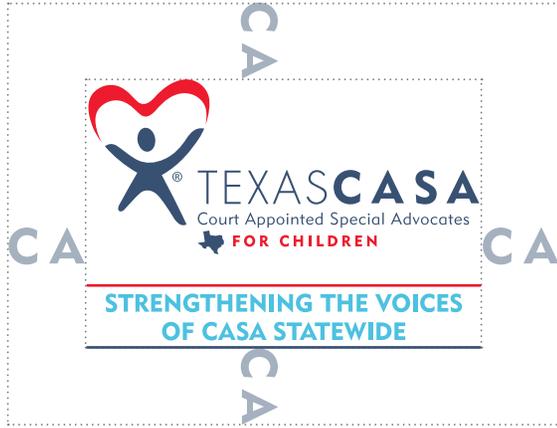


Minimum reproduction size example:  
*Approximately 1.5" (w) x .98" (h)*



Web size example:  
*Approximately 1.5" (w) x .98" (h)*

**ALTERNATE PRIMARY LOGO: TEXAS CASA HORIZONTAL LOGO WITH STACKED TAGLINE**



Preferred reproduction size example:  
*Approximately 2.00" (w) x 1.4" (h)*



Minimum reproduction size example:  
*Approximately 1.4" (w) x .95" (h)*



Web size example:  
*Approximately 1.4" (w) x .95" (h)*

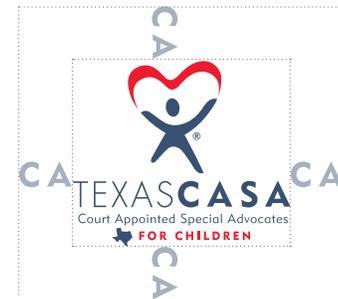
**SECONDARY LOGO: TEXAS CASA VERTICAL LOGO**



Preferred reproduction size example:  
*Approximately 1.65" (w) x 1.41" (h)*



Minimum reproduction size example:  
*Approximately 1.15" (w) x .98" (h)*



Web size example:  
*Approximately 1.15" (w) x .98" (h)*

## SECONDARY LOGO: TEXAS CASA HORIZONTAL LOGO



Preferred reproduction size example:  
*Approximately 2.07" (w) x .9" (h)*



Minimum reproduction size example:  
*Approximately 1.43" (w) x .65" (h)*



Web size example:  
*Approximately 1.43" (w) x .65" (h)*

## COMPLEMENTARY LOGO: TEXAS CASA BUG

The "bug" is a small icon or mark that serves as a complementary representation or identification of the Texas CASA brand. The bug is one of the ways the National CASA registered icon may be used as a design element by approval. It can never be the sole branding on any communication or collateral.



Preferred reproduction size example:  
*Approximately 1.5" (w) x 1.8" (h)*  
*However, the Texas CASA Bug can be used larger if necessary as a design element.*



Minimum reproduction size example:  
*Approximately .33" (w) x .4" (h)*

**NOTE FOR ALL LOGOS:** *If there is a need to reproduce the logo below minimum size, in an unusual size or printed on unusual materials (ex: awards, tumblers, pens, etc.), please contact the Communications team for assistance.*

## SCALE

The scale of the logo will vary from piece to piece (business card to website to outdoor banner), but the proportions should never change. Never stretch, skew or distort the logo in any way.

*\*If there is a need to reproduce the logo below the minimum size, please contact the Communications team for assistance.*

*\*If there is a need to reproduce the logo on unusual size and/or textured materials (example: awards, tumblers, pens, etc.), please contact the Communications team for assistance.*

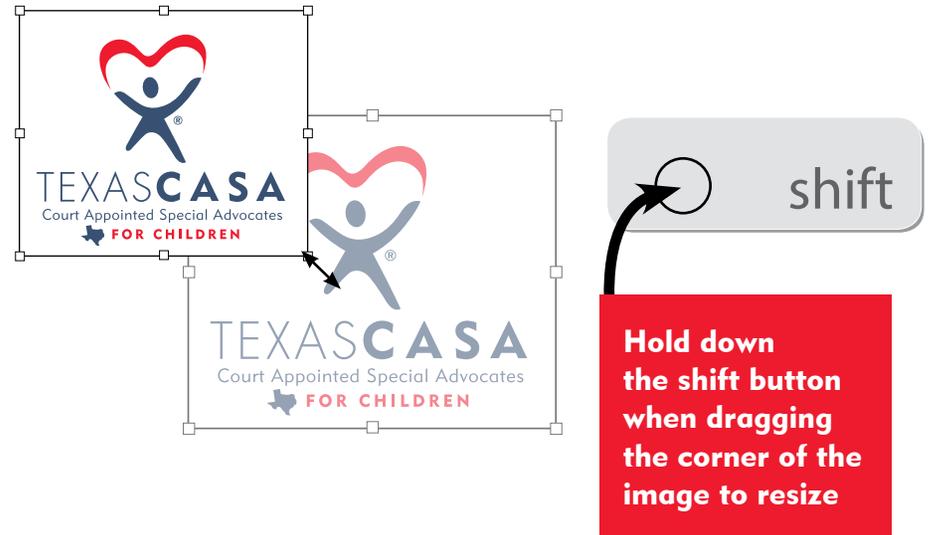
There are two ways to maintain proper proportions when adjusting logo size:

1. Hold down the shift button when dragging the corner of the image to resize

OR

2. Control Click the image

- Select "Size and Position"
- Click on the "Size" tab
- Select "Lock Aspect Ratio" under "Scale" options
- Size accordingly



**Control Click the image**

- Select "Size and Position"
- Click on the "Size" tab
- Select "Lock Aspect Ratio" under "Scale" options
- Size accordingly



## PLACEMENT

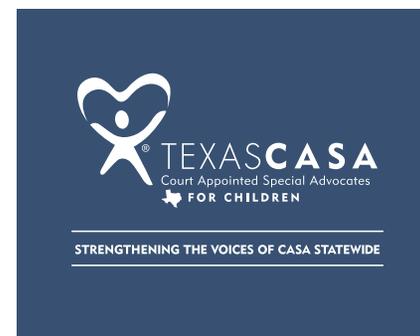
Recommended logo placement for documents is either left or center justified, at the top of the page, with enough space around the logo. Balance is an essential feature of good design. Graphics, imagery and text must all be balanced so that each element is able to speak clearly. If you give the logo a distinct presence in the design, it will have greater impact and won't distract from other messages you wish to communicate. In addition, placing any element too close to the logo diminishes its importance.

For specific documents or report styles contact the Communications team.



## LOGO BACKGROUNDS

In order to maintain enough contrast, logos should never be placed on a background that competes for the viewer's attention. In most cases, the white logo can be used when the background is a solid primary brand color.



### UNACCEPTABLE BACKGROUND

Never use the logo on patterned, complicated, busy or low-contrast backgrounds.



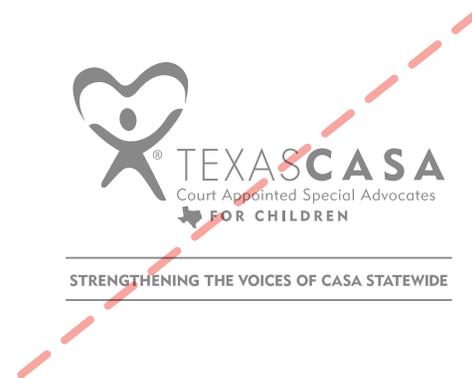
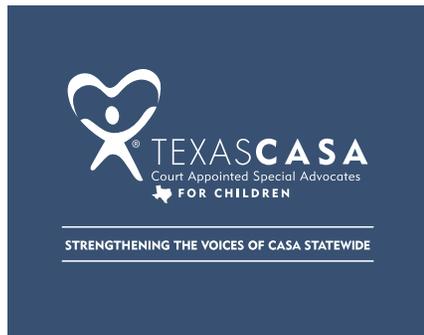
### BLACK LOGO

If you must print in black and white, be sure to use 100 percent black and do not scale the percentage to create a gray.



### ACCEPTABLE BACKGROUND

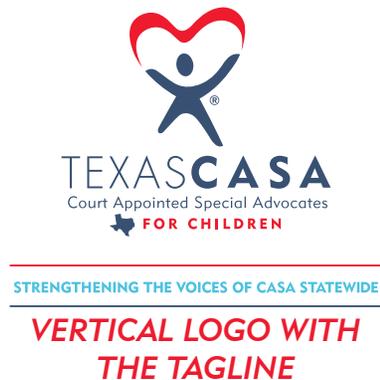
High contrast between logo and solid background.



## WHY ARE THERE SO MANY DIFFERENT VERSIONS OF THE TEXAS CASA LOGO? HOW DO I KNOW WHICH LOGO TO USE?

The **VERTICAL LOGO WITH THE TAGLINE** is the primary/default logo on all communications. It should be placed “front and center” as an introduction of the Texas CASA brand to establish our brand, not as a signature to close a piece.

The **VERTICAL LOGO WITH THE STACKED TAGLINE** should be used when the design calls for a smaller logo as it maximizes tagline legibility while allowing you to make the logo itself smaller.



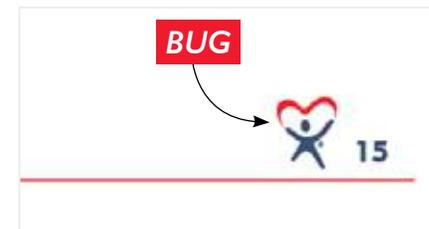
## LOGO USE WITHOUT TAGLINE

Depending on the spacing, alignment and background colors in the specific piece, you may need to choose the **HORIZONTAL LOGO VERSION** rather than the “default” vertical logo with the tagline and/or use the black or white logo.



## HORIZONTAL LOGO VERSION

In the case of a multiple-page piece such as a booklet or calendar, Texas CASA’s full logo or the smaller version (called the **BUG**) should be placed on every page/layout.



**BOTTOM LINE:** Whatever version you choose, the full logo must be placed prominently somewhere on the piece.

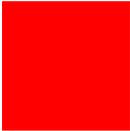
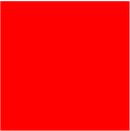
As each situation is different, it is important that you work with a member of the Communications team on all graphic design projects.

# COLORS

## PRIMARY PALETTE

The Texas CASA brand should be represented by consistent use of the primary color palette to the right. These palette colors should be used as the dominant and recurring colors that help to visually define the brand. Using color in a consistent way reinforces our brand and fosters trust and recognition. These primary palette colors play a major role in establishing Texas CASA's identity and should be implemented consistently in all web and print communications such as business cards, letterhead and presentations, as well as a broad range of marketing materials.

## TEXAS CASA PRIMARY COLOR PALETTE

CASA BLUE	CASA RED	CASA LIGHT BLUE
		
PANTONE 295 U	PANTONE 485 U	PANTONE 637 C
		
4 color break down CMYK: 85 • 68 • 34 • 17	4 color break down CMYK: 0 • 100 • 91 • 0	4 color break down CMYK: 61 • 2 • 8 • 0
		
RGB/HEX color break down RGB: 56 • 80 • 114 HEX: 385072	RGB/HEX color break down RGB: 218 • 41 • 28 HEX: DA291C	RGB/HEX color break down RGB: 78 • 193 • 224 HEX: 4EC1E0

## TEXAS CASA PRIMARY COLOR PALETTE - TINTS



## SECONDARY PALETTE/ COMPLEMENTARY OR ACCENT COLORS

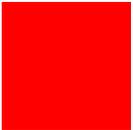
While the above primary colors are an integral part of our brand, a secondary color palette has been developed to provide versatility and variety when developing materials for Texas CASA. The secondary palette was carefully selected to complement the three primary colors as well as reflect our organization's personality.

## APPLYING ACCENT COLORS

Keep the following guidelines in mind when using the secondary color palette:

- Limit the number of secondary colors used in a single piece so they do not create an environment where Texas CASA is not recognizable.

## TEXAS CASA **SECONDARY** COLOR PALETTE

ACCENT DARK BLUE	ACCENT GREY	ACCENT TAUPE	ACCENT ORANGE
			
PANTONE 295 C			PANTONE 1375 C
			
4 color break down CMYK: 100 • 84 • 36 • 39	4 color break down CMYK: 0 • 0 • 0 • 75	4 color break down CMYK: 33 • 34 • 37 • 0	4 color break down CMYK: 0 • 45 • 96 • 0
			
RGB/HEX color break down RGB: 0 • 40 • 86 HEX: 002855	RGB/HEX color break down RGB: 99 • 100 • 102 HEX: 626366	RGB/HEX color break down RGB: 175 • 161 • 152 HEX: AFA198	RGB/HEX color break down RGB: 255 • 158 • 22 HEX: FF9E15
ACCENT MEDIUM BLUE			
			
Color break down CMYK: 76 • 20 • 22 • 0 RGB: 35 • 143 • 185 HEX: 238FB9			

## SELECTING THE RIGHT COLOR/ COLOR VALUES

For **COMMERCIAL PRINTING IN SPOT COLOR** (*business package, postcards, etc.*), use **PANTONE COLORS** (*uncoated for printing on uncoated paper, coated for glossy paper*). Pantone colors or **SPOT COLORS** are the only way to ensure consistent colors across all pieces. When working with Texas CASA's primary color palette, tints can be used ranging from 0 – 100 percent.

Smaller quantities are usually printed digitally. For printing **4-COLOR PROCESS** on a press or digital machine use the color values provided in **CMYK** to the bottom right for consistency.

**NOTE:** The official Pantone colors may print differently on some paper stocks as well as coated and uncoated stocks, causing color shifts. For example, on uncoated paper, ink will absorb into the uncoated paper and will likely be less dark or less intense. The ink on coated paper will sit on top of the paper and, in many cases, appear brighter. In these scenarios, the color may need to be adjusted as needed to produce the closest match to the Pantone. Any adjustments must be made under the discretion of the Communications department.

**TINTS AND SHADES:** Lighter or darker variations of a base color can add contrast, visual interest, and versatility to a color scheme. This can be done by using **TINTS AND SHADES**. This is the terminology used for lighter and darker variations of a single color. Using them within your color palette can not only simplify the color process, but also expand your palette at the same time.

## SPOT COLOR (PANTONE) PRINTING



**CASA BLUE**  
PANTONE 295 U

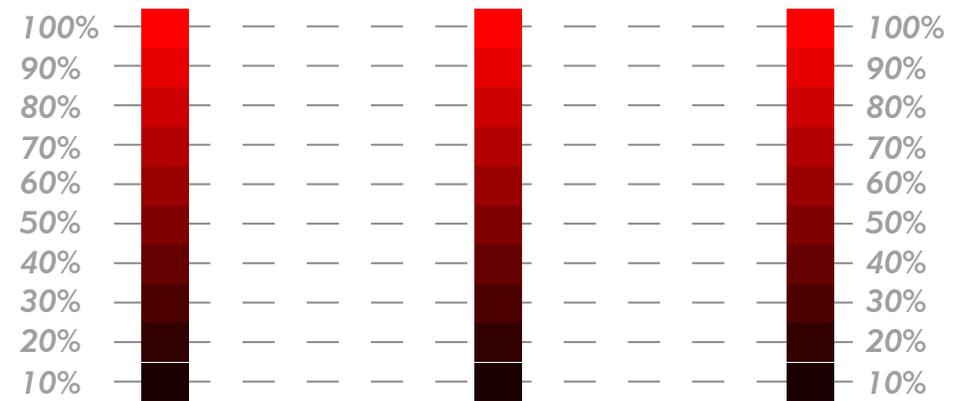


**CASA RED**  
PANTONE 485 U



**CASA LIGHT BLUE**  
PANTONE 637 C

## TEXAS CASA PRIMARY COLOR PALETTE SPOT COLOR (PANTONE) - TINTS



## 4 COLOR PRINTING COMBOS



4 color break down  
CMYK: 85 • 68 • 34 • 17



4 color break down  
CMYK: 0 • 100 • 91 • 0



4 color break down  
CMYK: 61 • 2 • 8 • 0

## SELECTING THE RIGHT COLOR/ COLOR VALUES *(continued)*

### DIGITAL

For anything that will be **VIEWED ON A SCREEN** (e.g. computer, mobile device, television, etc.), use color values in RGB or HEX.

When working with digital pieces please use the **DIGITAL COLOR COMBOS** noted to right. Whether you're working in Word or PowerPoint picking specific colors within these programs is simple.

1. Using the Color Dialogue tool located at the top of your Word Ribbon (*where your editing tools are located*), click on the color box either for text or highlighting
2. Click on the "More Colors" option located underneath the Theme and Standard Colors listed
3. Using the drop down menu within the color picker, click on **RGB SLIDERS**
4. Once you've picked the RGB Sliders as your method to pick color, simply plug in the RGB color/HEX values located on this page and click OK. This will ensure color consistency when working with digital pieces

**NOTE:** The screen and/or resolution setting of a monitor can affect how colors appear to the naked eye from computer to computer.

### DIGITAL COLOR COMBOS



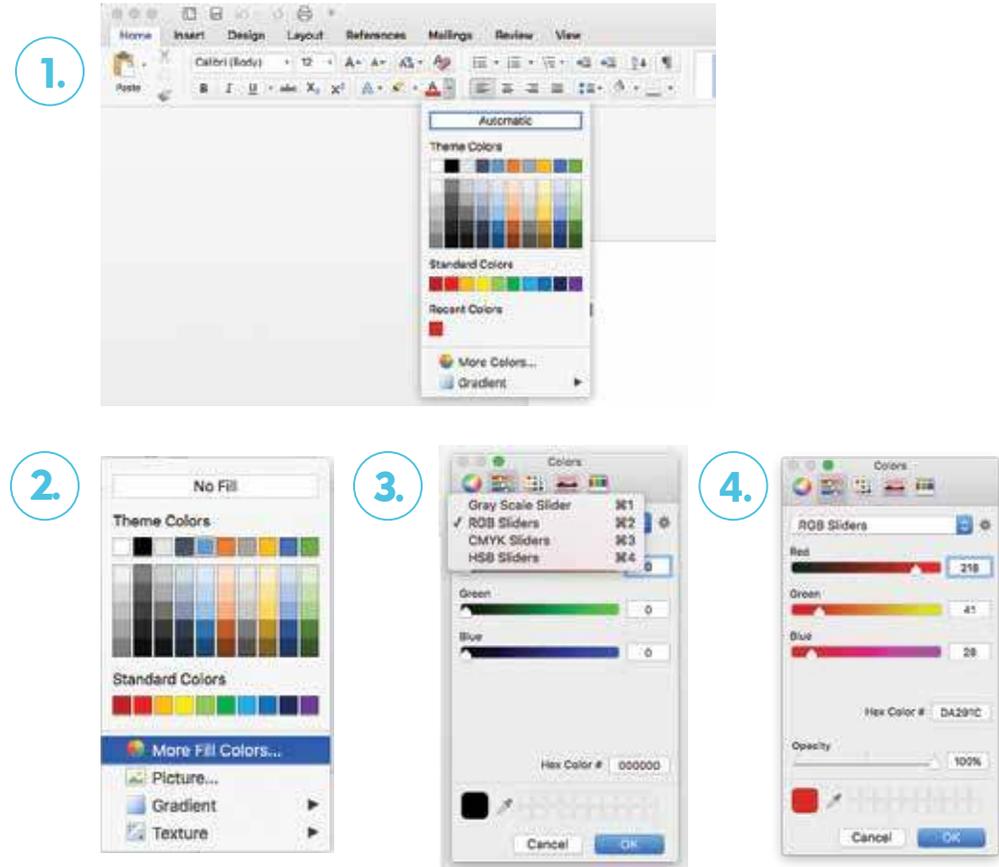
RGB/HEX color break down  
RGB: 56 • 80 • 114  
HEX: 385072



RGB/HEX color break down  
RGB: 218 • 41 • 28  
HEX: DA291C



RGB/HEX color break down  
RGB: 78 • 193 • 224  
HEX: 4EC1E0



1. Using the Color Dialogue tool located at the top of your Word Ribbon (*where your editing tools are located*), click on the color box either for text or highlighting

2. Click on the "More Colors" option located underneath the Theme and Standard Colors listed

3. Using the drop down menu within the color picker, click on **RGB SLIDERS**

4. Once you've picked the RGB Sliders as your method to pick color, simply plug in the RGB color/HEX values located on this page and click OK. This will ensure color consistency when working with digital pieces

## SELECTING THE RIGHT COLOR/ COLOR VALUES *(continued)*

### UNIQUE INSTANCES

Printing on textiles, plastics and other surfaces may not result in a color reproduction that is representative of our primary colors. Please refer to standard Pantone color chips for accurate color matching or work with your vendor to ensure that the final product is the closest match. For example, when printing pop-up banners on vinyl the vendor can adjust the CMYK several times and print test swatches to pick the best match.

#### NOTE:

- Please do not deviate from the color values listed within this brand standards document
- When working with print vendors, always ask for a proof to verify color consistency

### UNIQUE INSTANCES – VINYL BANNERS

*Different materials can affect color consistency with brand collateral. When printing, occasionally different color combinations will be needed for color consistency.*



4 color break down  
CMYK: 100 • 60 • 10 • 30



4 color break down  
CMYK: 0 • 100 • 70 • 0



4 color break down  
CMYK: 50 • 0 • 0 • 0

## FONTS

The Geometric 415 font family has been carefully selected to best represent the voice of Texas CASA for its clean, crisp feel, readability and versatility. Consistent use of fonts contributes to the recognition of establishing the Texas CASA brand.

This font is currently used in branded materials, including the evergreen folder and insert pages, bi-fold folder and all statewide marketing campaign collateral.

The Geometric 415 family contains six fonts:

**TEXAS CASA**

Geometric 415 Lite BT

*TEXAS CASA*

Geometric 415 Lite BT Italic

**TEXAS CASA**

Geometric 415 Medium BT

*TEXAS CASA*

Geometric 415 Medium BT Italic

**TEXAS CASA**

Geometric 415 Black BT

*TEXAS CASA*

Geometric 415 Black BT Italic

### BODY COPY

The font most used for body copy is Geometric 415 Light at 10–12pt.

Geometric 415 is not a mandatory, everyday font, but is the recommended font for most branded communications and designed pieces.

What does this mean? Because Geometric is not a commonly used (or widely installed) font, most people with whom you will email and share documents with will not have this font—meaning your document may appear formatted differently when they open it using their default font.

**TEXAS CASA** Geometric 415 Lite BT

**TEXAS CASA** Geometric 415 Medium BT

**TEXAS CASA** Geometric 415 Black BT

### BACKUP FONT

**Century Gothic** is installed on almost every computer by default. Use it for documents that will be shared electronically with others rather than print materials—Word documents and other files that may be viewed on machines other than yours—like sending an email outside of Texas CASA, at a conference, a webinar or a GoTo Meeting that you cannot finalize and save as a PDF before sharing.

**NOTE:** Saving the file as a PDF before sharing will keep the Geometric fonts intact (as well as ensure that your document will be otherwise viewed as you intended).

*\*If the Geometric 415 and/or Century Gothic fonts are not already available on your computer, please contact IT to have the fonts downloaded.*

**TEXAS CASA** Century Gothic Regular

**TEXAS CASA** Century Gothic Bold

## BODY COPY COLOR

If there is an opportunity to use color for body copy instead of plain black, you may use PMS 295 U (CASA blue).

Body Copy Color Geometric 415 Light BT

 295U

## TITLES & HEADLINES

Geometric 415 Black is the font we use for big, important statements, as well as the Texas CASA logo. Titles and headlines are always UPPERCASE to draw attention to a new section or to emphasize a main point.

Limited usage of Geometric 415 Black is recommended as it is a very heavy/thick font. Geometric 415 Medium is a lighter, yet still attention-grabbing alternative.

**TITLES, HEADLINES** Geometric 415 Black BT

**BODY COPY COLOR** Geometric 415 Medium BT

 485U

## CALLOUTS/PULL QUOTES

Callouts are usually one to two sentences that also catch the reader's attention and act as a bridge or support statement between the headline and body copy. These are typically UPPERCASE, sometimes italicized, using Geometric Medium font in an accent color. To add extra emphasis, callouts are sometimes placed in brand-colored text boxes.

Busdaeped etur sequod et odia aut voloreribus nis mollori atestiis esedignihil iuntis et eum que eaqui repellam asperruTaturio optaqua sitiur restio. To doluptis remoluptint.

**TATURIO OPTAQUA  
SITIUR RESTIO. TO  
DOLUPTIS REMOLUPTINT.**

Epe nos rempor sinulparum quos nisHenda consequis anis moluptatis nonserc hillaccullat quae doluptatus endam estintia iuntotatus, cum re, nem labo. Minvellam nos as nulpa si non evendunt eiusape riosanduci



**TAGLINE**

The tagline should not be altered in any way.

**STRENGTHENING THE VOICES OF CASA STATEWIDE**

**FONT:** UPPERCASE, Geometric 415 Medium.

**DESIGN:** The tagline has been specially drawn and spaced; do not redraw or change it.

**VERBIAGE:** The words in the tagline, including their order, must not be changed.



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**STRENGTHENING THE VOICES OF CASA STATEWIDE**

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## COMPLEMENTARY FONTS

A recommended font to complement the Geometric 415 family is Georgia.

# TEXAS CASA

Ditatuscid moloriscitat alit, quatepor  
simpore perovit et excea parupta  
iliberum dit quam ipisqui duntibustem  
escillatis et, omnis doluptamus.

Georgia

**Vit quodigniscid eum nonsed et  
aut eaquam rem sae natusdanto  
cus exeruptat hit.**

Georgia Bold

*Temolorupta dolorecae quam eum  
et il mincia nus molum et at molupta  
quatius none veriae.*

Georgia Italic

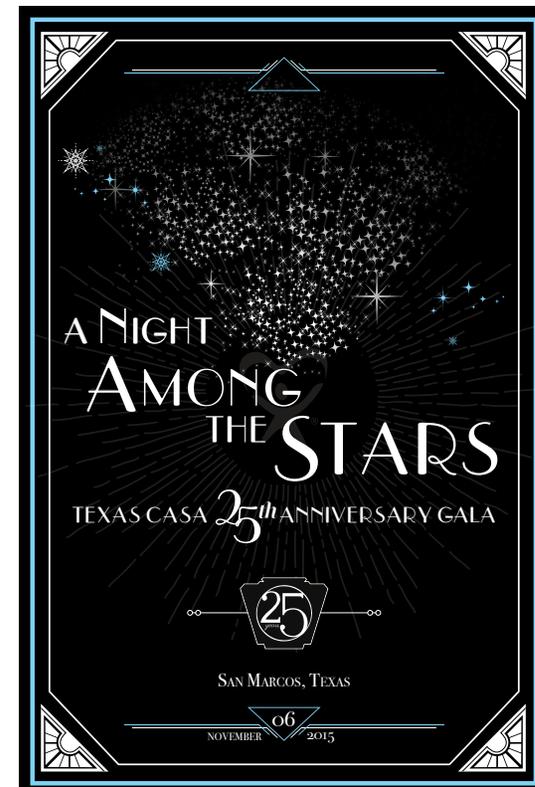
***Vel moluptio est veri cum  
soluptaquist re conet ut labo.***

Georgia Bold Italic

## SPECIAL-APPROVAL FONTS

There are specific times where a non-brand font is needed to complement and/or support the overall theme of an event or marketing piece. For example, the Geometric 415 family was the primary font used for 2015 conference, but other fonts were selected as part of the design direction, including an art deco font for all gala collateral.

If you have a need for a special-approval font, please see a member of the Communications team to discuss.



Special-Approval Font used

## WEBSITE FONTS

For our website we used the Georgia font family as body copy to complement Texas CASA's primary font family Geometric as our headline and callout copy typeface.



## BEST PRACTICES FOR FONTS

### DO:

- Use different typefaces together to create emphasis and a visual hierarchy that assists the reader with navigating your text.
- Use no more than two fonts in one document typically.
- Use fonts, weights, color and point size to tell a story (e.g. bold and italic for emphasis).

## TEXAS CASA

Ditatuscid moloriscitat alit, quatepor simpore perovit et excea parupta iliberum dit quam ipisqui duntibustem escillatis et, omnis doluptamus.

Vit quodigniscid eum nonsed et aut eaquam rem sae natiusdanto cus exeruptat hit.

Temolorupta dolorecae quam eum et il mincia nus molum et at molupta quatius none veriae.

Vel moluptio est veri cum soluptaquist re conet ut labo.

## TEXAS CASA

Ditatuscid moloriscitat alit, quatepor simpore perovit et excea parupta iliberum dit quam ipisqui duntibustem escillatis et, omnis doluptamus.

Vit quodigniscid eum nonsed et aut eaquam rem sae natiusdanto cus exeruptat hit.

Temolorupta dolorecae quam eum et il mincia nus molum et at molupta quatius none veriae.

Vel moluptio est veri cum soluptaquist re conet ut labo.

### DO NOT:

- Condense or expand typefaces.
- Add spacing between characters.
- Overuse emphases. Too much emphasis can have the opposite effect. If everything is emphasized, nothing stands out.
- Substitute any variation other than those listed above.

~~TEXAS CASA~~

~~TEXAS CASA MOLORISCITAT ALIT, QUATEMPOR SIMPORE PEROVIT ET EXCEA PARUPTA ILIBERUM DIT QUAM IPISQUI DUNTIBUSTEM ESCILLATIS ET, OMNIS DOLUPTAMUS.~~

~~TEX A S~~

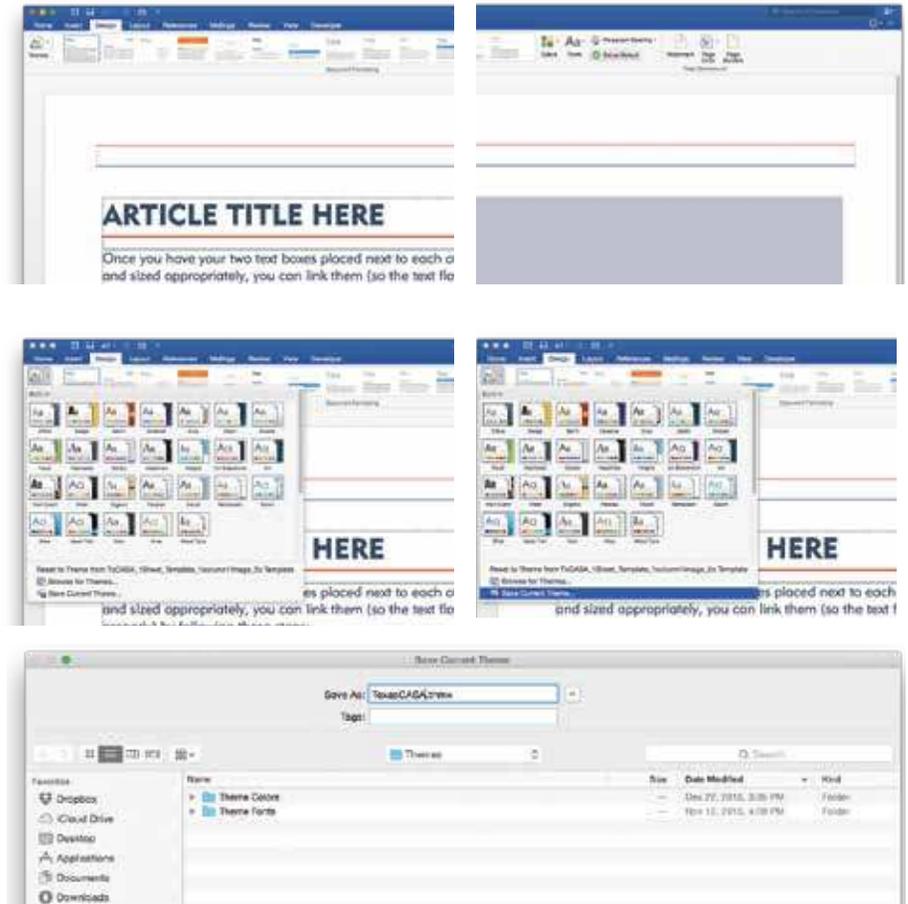
~~TEXAS CASA MOLORISCITAT ALIT, QUATEMPOR SIMPORE PEROVIT ET EXCEA PARUPTA ILIBERUM DIT QUAM IPISQUI DUNTIBUSTEM ESCILLATIS ET, OMNIS DOLUPTAMUS.~~

## DEFAULT WORD TEMPLATE

It is not mandatory, but if you would like to set the standard backup font and brand colors as your defaults in Word, the easiest way to do this is:

1. Open the Word template provided
2. Select "design" from the tabs on the top of the page
3. Click "set as default"
4. Click "themes"
5. Click on "save current theme" in the drop down
6. In the dialog box enter what you would like to name this theme, perhaps as Texas CASA
7. Click "save"

If you do not want to save these as your defaults, you can save this document and use the set design theme when needed.



## EMAIL SIGNATURE

Consistent email signatures deliver a visually coherent look to all Texas CASA stakeholders. Just as Texas CASA's business cards follow a standardized approach, email signatures should be consistent. Consider your email signature your digital business card and include at a minimum the information listed below. As you will see from the sample, some information can and should vary.

### EMAIL SIGNATURES SHOULD USE:

- Name Font - UPPERCASE Geometric 415 Black or Century Gothic Bold
- General Font - Geometric 415 Lite or Century Gothic
- Font Size - 12 pt
- Font Color - RGB: 56, 80, 114

### SIGNATURE MUST INCLUDE:

- **NAME**
- Title
- Texas CASA
- Address
- Phone (may be main number with extension or direct number)
- Additional number (fax, cell – optional: add an "f" or "c" before)
- Optional: useful links relevant to your department/those stakeholders you email most frequently
- TexasCASA.org

## CONTENT

Staff members must include all the information above (and shown in the example) in their email signatures. While the Texas CASA URL is mandatory, each staff member may decide to display and change up to 2 other relevant URLs in their signature, as long as TexasCASA.org is listed first.

## SIGNATURE IMAGE

The Texas CASA logo with tagline is the default image for all email signatures. This should only be changed a few times each year to promote Texas CASA events. These images will be designed and/or approved by the Communications team and provided to staff along with instructions.

### EMAIL SIGNATURE EXAMPLE

#### FIRST NAME LAST NAME

Title

Texas CASA

1501 West Anderson Lane, Suite B-2

Austin, TX 78757

p (512) 473-XXXX x 1XX

d (512) 610-6XXX

c (512) XXX-XXXX

TexasCASA.org

BecomeACASA.org

texascasa.org/news-events/



STRENGTHENING THE VOICES OF CASA STATEWIDE

**NOTE:** *The elements and information listed above are the only items that should be included in the email signature for consistency across the organization. No other images or content may be added.*

## PHOTOGRAPHY STYLE

Consistent use of photographic style contributes to establishing the Texas CASA brand. Because CASA continues to make a real difference in the lives of children and youth in care, photographic imagery should exude a hopeful and positive tone. For the Texas CASA brand, default to photos depicting smiling faces on both the children and CASA volunteers.

While happy, optimistic subjects in photos are the primary recommendation, more heartrending images may be used sparingly when called for in the content/piece.



## WRITING STYLE GUIDE

Communications pieces from various departments and people will have different priorities and objectives. A writing style guide provides a reference for consistency in language usage and clarity in messaging so that all pieces are true to the Texas CASA brand.

The Associated Press Stylebook is Texas CASA's primary style guide. The guidelines in this document are intended to provide a quick reference and foundation upon which to base your writing decisions. Following these recommendations will help you improve the clarity and consistency of communications. The writing style guide will be a "living" document that will be updated with best practices on an ongoing basis.

If you have any questions or have an issue not addressed here, speak with a member of the Communications team.

### COMMONLY USED TEXAS CASA TERMINOLOGY

**NOTE:** These rules apply to using these words and information in Texas CASA design and brand collateral and may not necessarily pertain to all materials.

#### PHONE NUMBERS

Always use parenthesis around the area code and a hyphen between the number. Use "p" to indicate phone number and "x" to indicate extension number.

- Example:  
p (830) 387-4660 x2

#### ADDRESS

DO NOT abbreviate words like "west," "east," "street," "drive, suite" etc. Please spell these out.

- Example:  
1501 West Anderson Lane, Suite B-2  
Austin, TX 78757

#### AND VS. &

In most cases, use "and" for body copy and "&" for titles and headers. When it comes to organization names, defer to their preferred format. (Examples: GDC Marketing & Ideation; Blue Cross and Blue Shield of Texas)

#### WEBSITE URL

[www.texascasa.org](http://www.texascasa.org)

**vs.**

[www.TexasCASA.org](http://www.TexasCASA.org)

As a default in most cases, uppercase letters should be used in the URL to increase legibility and recognition.

[www.TexasCASA.org](http://www.TexasCASA.org) **vs.** [TexasCASA.org](http://TexasCASA.org)

For any electronic communication (when the reader can click the URL link) it is not necessary to include the "www."

For print communications, include the full URL link so that readers will have the full web address.

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## **ORGANIZATION NAME**

When using the organization name, please follow these guidelines.

### **PRIMARY USE**

(for use in all building signage and marketing communications): Texas CASA

### **SECONDARY**

(for all legal references): Texas CASA, Inc.

### **INCORRECT:**

TX CASA, TEXAS CASA, Texas Casa

### **NOTE:**

The logo gets a registration mark, but the name CASA does not.

## BRAND ASSETS

To ensure you are using an up-to-date, high-resolution file, please download assets [here](#).

### LOGOS

- Texas CASA logo with Tagline – vertical (color, black, white)
- Texas CASA logo with Tagline – horizontal (color, black, white)
- Texas CASA logo with stacked Tagline – vertical
- Texas CASA logo with stacked Tagline – horizontal
- Texas CASA logo – vertical (color, black, white)
- Texas CASA logo – horizontal (color, black, white)
- Texas CASA logo – bug
- National CASA logo – vertical (color, black, white)
- National CASA logo – horizontal (color, black, white)

### OFFICE PACKAGE/STATIONARY

- Business Cards - If you need to update and/or print more business cards please [email](#).
- Letterhead - When printing letterhead use Cougar Digital Smooth Text White - 70/28 lb.
- Texas CASA letterhead (PDF)
- Texas CASA letterhead (Word template)

### EVERGREEN BROCHURE INSERT PAGES

These pages were designed to be used as hard copies stacked inside the evergreen folder. PDF versions of these sheets are available for download.

- Impact Numbers
- Public Policy Successes
- Support Texas CASA
- Texas CASA Services
- What is CASA?

### BRANDED TEMPLATES

Templates are available to assist you in creating your presentation and to ensure your presentation is in line with Texas CASA brand standards.

- PowerPoint
  - Standard Template
  - Widescreen Template
  - Best Practices Guide
- Report Covers
  - General Texas CASA Report Cover
  - Administration Report Cover
  - Program Operations & Resources Report Cover
  - Public Policy Report Cover
- Report Formatting Examples
- Acknowledgements Page





**TEXASCASA**  
Court Appointed Special Advocates  
 **FOR CHILDREN**

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STRENGTHENING THE VOICES OF CASA STATEWIDE

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Texas**CASA**.org